

## Effective Negotiation Skills



Building through Learning...

### Program Overview

Negotiation can have a far-reaching effect on company profits. It is what makes the difference between mere sale which may not do much for profits, and a profitable deal. This training program will help your sales force to bring home many profitable deals. Delegates spend time practicing the techniques and learning how to improve their performance. At the end of the course delegates should have clear ideas about how and when to change a sale into a negotiation, and how to conduct it so that your company's financial objectives are secured.

### The Main Outlines of This Course Are As Follows

#### Why Negotiation Matters?

- Marketing in relation to a company's financial objectives
- How the sales side fits in
- Why negotiators are important as well as sales people

#### The Strategy of Negotiation

- Defining objectives and scope
- How these are derived from the marketing plan

#### The Tactics of Negotiation

- Give and take concept
- Reactions to move
- Lack of moves

#### Planning for Negotiation

- What you need to know before negotiations begin

#### Face-to-Face

- Interpreting the other side's signals
- Controlling your own signal

### Key benefits

Upon completion of this course participants will be able to:

- Recognize when persuasive techniques are more appropriate than negotiation techniques
- Prepare an effective strategy and plan for negotiating
- Bargain effectively
- Identify and recognize the implications of power, how to gain and hold it
- Signal a willingness to negotiate without reducing power

### Participants' Profile

Attendees should be individuals untrained in negotiation, whether experienced in selling or not, senior representatives, key account salespersons, sales managers/directors, any one with power to negotiate, rather than sell.

### Practical Information

**Location:** Regional IT Institute Premises.

**Duration:** 16 hours – 2 weeks.

**Schedule:** twice a week from 18:00 to 22:00

**Requirements:** Registration form and 2 photos.

### For Information and Registration

**Regional IT Institute**

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